

HERNDON LABOR DAY FESTIVAL



Wine & Microbrew Tasting

Herndon Labor Day Festival Sponsorship Opportunities

The Herndon Labor Day Festival features an eclectic offering of live music, wine tasting from twelve Virginia wineries, local microbreweries, a craft show, food court, culinary demonstrations, and sponsorship gallery. The event draws nearly 2,500 people every year and is regularly chosen as one of *The Washington Post's* "Weekend's Best" for the Labor Day weekend. Perhaps best of all, proceeds from this event go back in to our community!

We invite you to connect with the community by partnering with us on this special event. We offer a great value-for-money sponsorship package that provides your company with direct exposure to a sought after demographic. Labor Day Festival sponsorship is a creative way to boost your company's visibility and customer loyalty while providing much needed scholarship funding through the Herndon Woman's Club to our local youth.

Herndon Parks and Recreation Department is here to help your company gain name logo recognition in the Herndon area and connect event attendees.

(*All aspects of the sponsorship will be detailed upon time of agreement. Payment plans are available.)

Please see the back for Sponsorship opportunity levels.

To sign up for a sponsorship, please detach and return this Sponsorship Agreement and payment.

CONNECT WITH THE COMMUNITY 2014 Labor Day Festival Sponsorship Agreement

Business: _____

Address: _____

Email: _____ Phone: _____

☐ We agree to sponsor _____ level in the amount of _____
for the 2014 Herndon Labor Day Festival.

In doing so, we agree to pay the total amount of the sponsorship fee. This fee will be utilized to support the 2014 Herndon Labor Day Festival. As an outdoor festival, the operation of any event is subject to prevailing weather conditions. Any cancellation due to inclement weather does not relieve the sponsor of its financial obligation. Credit cards and checks payable to the Town of Herndon are accepted.

Authorized signature _____ Date _____

Please print name and title _____

Contact us today! • abby.kimble@herndon-va.gov • 703-435-6800 x2104 • Fax 703-318-8652

SPONSORSHIP LEVELS



Main Sponsor

\$1,500

Exclusive

Premier level sponsorship customized to meet your corporate goals and may include creative branding opportunities, on-site presence, as well as the benefits offered below:

- 20 x 10 booth space on the street with opportunity for product distribution
- 4 admission tickets for staff or VIP's

Recognition through:

- Multiple stage announcements
- Logo on Festival flyer and stage signage
 - Company name on all paid advertising and press releases
 - Sponsor thank you banner
- Social media mentions (Facebook, Twitter)

Entrance/ Exit Sponsor

\$1,000

Exclusive

- 20 x 10 booth space on the street with opportunity for product distribution
- 4 admission tickets for staff or VIP's

Recognition through:

- Multiple stage announcements
- Company name on the Festival flyer, exit/entrance signage, paid advertising and press releases
 - Sponsor thank you banner
- Social media mentions (Facebook, Twitter)

Stage Sponsor

\$1,000

Exclusive

- Stage banner featuring your company logo
- Opportunity for booth on Town Green stage lawn
- Opportunity to have a company representative introduce bands or have agreed upon stage presence
 - 4 admission tickets for staff or VIP's

Recognition through:

- Multiple stage announcements
- Company name on the Festival flyer, paid advertising and press releases
 - Sponsor thank you banner
- Social media mentions (Facebook, Twitter)

Culinary Tent Sponsor

\$750

- Opportunity for demos, sampling and lecture sessions, and promotional materials & compile email lists
- Banner at tent listing your company as the Culinary Stage Sponsor

Recognition through:

- Company name in the Festival flyer and in all paid advertising
- Multiple stage announcements

Town Green Sponsor

\$600

- 10' x 10' Booth space in the Sponsorship Gallery on the Town Green by the stage

Recognition through:

- Company name in the Festival flyer
 - Stage announcements
 - Sponsor thank you banner

Media Sponsor

In return for media support, a sponsorship package will be developed to be exclusive for each media venue and may include booth/table space at event; opportunity to distribute product samples, coupons, or literature; company logo on promotional pamphlet, recognition at the Festival through multiple stage announcements; admission tickets available to do promotional on-air giveaways.

Sponsor Alley

\$700

- 10 x 10 booth space in the street and opportunity to distribute samples, coupons, and literature.

Recognition through:

- Festival flyer
- Multiple stage announcements
- Sponsor thank you banner

Friend of the Festival

**In-kind contributions
of \$250 & up**

- Recognition as a friend of the Festival in flyer and on sponsor thank you banner

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**If you do not see exactly what you are looking for and we can create a custom sponsor program.
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